

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones
Invention: Brand Equity System and Method of Increasing the Same
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit: 3629
Examiner: Naresh Vig
Docket No.: US20000181 (4447.77043)

RESPONSE TO ADVISORY ACTION

Mail Stop Amendments
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the *ADVISORY* Office Action mailed March 17, 2008, please make the amendments shown in the attached papers as follows:

No Amendments are made to the Claims, so the listing in the Amendment filed February 8, 2008 should be used.

Remarks begin on page 2 of this paper.